

## WTVF-TV

### EEO PUBLIC FILE REPORT

April 1, 2007 – March 31, 2008

#### I. VACANCY LIST

See Master Recruitment Source List (MRSL) for the Recruitment Source Data

No. of Filled Positions	Job Title	Referral Source Referring Hiree	Recruitment Sources (RS) Used to Fill Vacancy
1	Maintenance Engineer - Job #1728	33	1-35, 39
1	Interactive Traffic/Classifieds Coordinator - Job #1455	32	1-35, 41
1	Online Web Producer / Part Time Job #1242	32	1-35
1	Online Web Producer / Full Time Job #1430	20	1-35, 40
1	Director of New Media - Job #1514	20	1-35
1	Internet Reporter/ Producer Job # 2008	34	1-35
3	Technical Operator - Job #1732	32, 20, 33	1-35
2	Technical Operator - Job #1921	23, 2	1 - 35
1	Sales Marketing Consultant Job #1235	34	1-35
3	Sales New Business/ Internet AE Job # 1359	12, 35, 32	1-35
3	Sales New Business/ Internet AE Job # 1440	20, 32, 20	1-35
3	Sales New Business/ Internet AE Job #2072	20, 20, 31	1-35

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No. of Filled Positions	Job Title	RS Referring Hiree	Recruitment Sources (RS) Used to Fill Vacancy
1	Sales New Business/ Internet AE Job #1850	34	1-35
1	Traffic Coordinator - Job #1570	20	1-35
1	Associate Producer/ Assign Ed. Job # 1510	34	1-35
1	Assignment Desk - Job #1497	20	1-35
1	Assignment Desk - Part Time Job #1573	14	1-35
3	News Reporters - Job #1268	26, 20, 32	1-35, 42
1	Video Editor - PT - Job #1582	20	1-35
1	Photographer / Overnight Job #2097	32	1-35,
1	Photographer Job #1549	43	1-35,43
1	Video Editor - Job #1738	20	1-35
1	Graphic Designer - Job #2128	32	1-35, 44

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<b>RS NUMBER</b>	<b>RECRUITMENT SOURCE INFORMATION</b>	<b>Source Entitled to Vacancy Notification Yes/No</b>	<b>Number of Interviews Referred by RS in 12 mo. Period</b>
<b>1</b>	America's Job Bank <a href="http://www.americasjobbank.com">www.americasjobbank.com</a>	no	
<b>2</b>	Austin Peay University - Career Services P. O. Box 4745 Clarksville, TN 37044	yes	1
<b>3</b>	Belmont University Career Placement 1900 Belmont Blvd. Nashville, TN 37212	yes	
<b>4</b>	Clarksville, Montgomery County Career Center 350 Pageant Lane, Suite 406 Clarksville, TN 37040	no	
<b>5</b>	East Tennessee State University - Career Services, P. O. Box 70718 Johnson City, TN 37614	yes	
<b>6</b>	Fisk University 1000 17th Avenue North Nashville, TN 37208	yes	
<b>7</b>	High Tech Institute - Career Services 120 Royal Pkwy Nashville, TN 37214	yes	
<b>8</b>	ITT Technical Institute 2845 Elm Hill Pike Nashville, TN 37214-3717	yes	
<b>9</b>	Job Warehouse.com <a href="http://www.jobwarehouse.com">www.jobwarehouse.com</a>	no	
<b>10</b>	KY Assoc. for Career & Technical Education P. O. Box 4583 Frankford, KY 40604	no	
<b>11</b>	Landmark Career Center <a href="http://www.landmarkcommunications.com">www.landmarkcommunications.com</a>	yes	
<b>12</b>	Lipscomb University Career Placement Center 2901 Granny White Pike Nashville, TN 37204	yes	1

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<b>13</b>	Middle TN Career Center 621 Mainstream Drive, Suite 210 Nashville, TN 37228	yes	
<b>14</b>	Middle TN State University Career Services P. O. Box 2 Murfreesboro, TN 37132	yes	4
<b>15</b>	Murray State University Career Service Center 218 Broadway Hall Murray, KY 42071	no	
<b>16</b>	NAACP - Nashville Chapter 1308 Jefferson St. Nashville, TN 37208	yes	
<b>17</b>	Nashville State Community College Career Employment Center 120 White Bridge Rd. Nashville, TN 37209	yes	
<b>18</b>	NATAS - Nat'l Academy of Arts & Sciences 27 Music Square East Nashville, TN 37203	no	
<b>19</b>	National College of Business & Technology 3748 Nolensville Pike Nashville, TN 37211	yes	
<b>20</b>	NewsChannel 5 Network <a href="http://www.newschannel5.com">www.newschannel5.com</a>	yes	65
<b>21</b>	Sewanee University of the South Attn: Career Services 735 University Avenue Sewanee, TN 37383	yes	

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<b>22</b>	South Central Career Center 119 Nashville Highway Ste #106 Columbia, TN 38401	yes	
<b>23</b>	TN State University Career Center 3500 John Merritt Blvd. Nashville, TN 37209	yes	1
<b>24</b>	TN Technical University Director of Career Service Box 5021 Cookeville, TN 38505	no	
<b>25</b>	Trevecca Nazarene Univ. Career & Counseling Cnt. 333 Murfreesboro Rd Nashville, TN 37210	yes	
<b>26</b>	TV Job.com <a href="http://www.tvjobs.com">www.tvjobs.com</a>	no	5
<b>27</b>	University of Tennessee/ Knoxville 333 Communications Building Knoxville, TN 37996-0333	no	
<b>28</b>	University of TN - Martin Dept. of Communication 215 Boling University Center Martin, TN 38238	no	
<b>29</b>	Urban League of Middle TN 2250 Metro Center Blvd. Nashville, TN 37228	yes	
<b>30</b>	Volunteer State Community College 1480 Nashville Pike Gallatin, TN 37066	yes	
<b>31</b>	Western Kentucky University Career Services Cntr #1 Big Red Way Bowling Green, KY 42101	no	1
<b>32</b>	Employee Referral		24

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<b>33</b>	Internal Candidate/ Promotion		8
<b>34</b>	Non-Employee Referral		9
<b>35</b>	Self Referral		6
<b>*****</b>	<b>DEPARTMENT SPECIFIC POSTINGS</b>	<b>*****</b>	<b>*****</b>
<b>39</b>	Society of Broadcast Engineers <a href="http://www.sbe.org/jobs_online">www.sbe.org/jobs_online</a>	no	1
<b>40</b>	Journalism Jobs <a href="http://www.journalismjobs.com">www.journalismjobs.com</a>	no	1
<b>41</b>	Interactive Advertising Bureau <a href="mailto:jobhelp@smartbrief.com">jobhelp@smartbrief.com</a>	no	1
<b>42</b>	The No Whining Talent Group <a href="mailto:Nancy.Shafran@theNWTgroup.com">Nancy.Shafran@the NWT group.com</a>	no	1
<b>43</b>	B-Roll (Television News Photography 227 6th Street N.E. Washington, DC 20002	no	2
<b>44</b>	602 Communications Graeme Newell <a href="mailto:slizik@602communications.com">slizik@602 communications.com</a>	no	0

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### III. RECRUITMENT INITIATIVES

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
1	establishment of an internship program designed to assist members of the community to acquire skills needed for broadcast employment.	<p>Each semester (Spring, Summer, and Fall) of the school year, WTVF receives applications for internship positions in the News department, Promotions department, Talk of the Town (the station's live talk show produced daily Monday-Friday), and NewsChannel 5+ (the station's 24-hour all-news cable channel). Applicants for the internship program are interviewed and selected by intern coordinators in each department. Interns, primarily from area schools, work in one of these areas for the semester and receive school credit. As such, in addition to conforming to station standards, the parameters of the internship (including hours worked) conform to the school's requirements for granting credit. Internships from Summer 2007 through Spring 2008 were awarded as follows:</p> <p>Summer 2007 Promotions - 0 News - 5 Talk of the Town - 3 NewsChannel 5+ - 3 [Morehead State – 1; UT Martin – 1; Mississippi State – 1; University of Illinois - 1; Western KY University – 1; Middle TN State University – 3; UT Knoxville – 1; Eastern KY University – 1; Harvard College – 1]</p> <p>Fall 2007 Promotions - 1 News - 0 Talk of the Town - 3 NewsChannel 5+ - 3 [Belmont - 1; Middle TN State University – 4; Tennessee State University - 2]</p> <p>Spring 2008 Promotions – 2 News – 5 Talk of the Town - 3 NewsChannel 5+ - 2 [Belmont – 2; Vanderbilt – 1; Middle TN State University – 5; Western Kentucky University - 1; Austin Peay – 1; Tennessee State University – 1; Trevecca - 1]</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
2	provision of training to management level personnel as to methods of ensuring equal employment opportunity and preventing discrimination	<p>In April of 2007, the News Director attended seminars as part of the Radio and Television News Directors Association conference. They included a seminar with an FCC commissioner discussing FCC standards, classes on managing younger workers on the team and helping them interact effectively with others, strategies for coaching employees to get the best from them while being sensitive to cultural differences, and interviewing techniques that are effective and fair.</p> <p>In May of 2007, the station hosted a brown bag lunch for station management and other employees which focused on diversity. The speaker was a Tennessee State University professor who is an expert on the Qur'an.</p> <p>In June and September of 2007, all managers and most station employees took part in a half-day diversity training entitled, "Leveraging Difference Through Effective Communication." The training teaches effective communication skills across generational differences. The goal of the training is to assure the voices of all employees are heard, regardless of their generations and communication styles. The class was taught by a station employee and a corporate HR trainer from the station's owner, Landmark Communications.</p> <p>In July of 2007, four members of the station's Leveraging Difference Steering Team attended an all-day seminar at Lipscomb University which focuses on managing across generational differences.</p> <p>In August of 2007, four station managers attended an EEO seminar at Middle Tennessee State University. The all-day seminar was organized by the Tennessee Association of Broadcasters, and focused on management methods to assure hiring practices that are free of discrimination, and management practices that prevent discrimination in the workplace.</p> <p>In September of 2007, attendees from the July seminar at Lipscomb University conducted a presentation for other station managers and employees on the issues of generational differences. The attendees presented a brief overview of the materials from the Lipscomb seminar, and then led an hour-long discussion relating the information to operations at the NewsChannel 5 Network.</p> <p>The station hosted a speaker from Fisk University in December of 2007. Station managers and other employees heard a presentation on the role of historically black colleges in promoting equality in the community.</p>



	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
3	establishment of training programs designed to enable station personnel to acquire skills that could qualify them for higher level positions	<p>Landmark Leader Course – Course offered by owner of licensee, Landmark Communications, Inc. to personnel of its business units. Participants examine the roles and responsibilities of leaders in the context of culture, mission, basic principles, and goals; develop broader perspective of vision and leading in a competitive, changing environment; and gain understanding of the value of people to achieving superior results. WTVF employees that attended the Fall 2007 session included the Local Sales Manager and the New Business Sales Manager.</p> <p>Landmark Managers Course – Course offered by owner of licensee, Landmark Communications, Inc. to managers of its business units focusing on increasing knowledge, skills, and abilities in financial management. This course is focused on developing managerial skills and helping employees position themselves for advancement and is targeted at employees with potential for advancement within the company. The WTVF employee who attended in October of 2007 was the Executive Producer of NewChannel 5+.</p> <p>National Association of Broadcasters Convention features displays of the latest equipment and technology, and seminars on effective decision-making and management, with an emphasis on technology. In April 2007, this was attended by the station's Chief Technology Officer.</p> <p>In August of 2007, a reporter attended a broadcast training seminar at the Poynter Insitute in Florida. The seminar focused on improving reporting skills, and enhancing newsroom leadership skills.</p> <p>In October of 2007, the Assistant News Director attended a seminar at the Poynter Institute which focused on leadership and management of online news efforts.</p>

	TYPE OF RECRUITMENT INITIATIVE (MENU SELECTION)	BRIEF DESCRIPTION OF ACTIVITY
4	participation in event sponsored by organizations representing groups present in the community interested in broadcast employment issues, including conventions, career days, workshops, and similar activities	<p>In June of 2007, and anchor participated in a diversity panel for minority students. The panel was sponsored by Vanderbilt University's Diversity Institute at the Freedom Forum.</p> <p>In August of 2007, eighteen station employees represented NewsChannel 5 in meetings at the Tennessee Minority Supplier Purchasing Council convention. Two anchors emceed panel events at the convention.</p> <p>A team from NewsChannel 5 participated on Community Nashville's "Walk as One" in October of 2007. The event is designed to raise awareness of prejudice and discrimination in our community.</p> <p>In February of 2008, a weather anchor participated in a Black History Month panel at the Veteran's Administration in Nashville. He answered questions on a variety of topics, including broadcast employment issues.</p> <p>In March of 2008, the Station Manager was a panelist at the Media Day of the Nashville Chamber of Commerce Small Business Association. She spoke about broadcast advertising and careers in broadcasting.</p>
5	Participation in job fairs	<p>In September of 2007, the Production Manager, New Business Sales Manager, and Executive Producer participated in a job fair at Middle Tennessee State University.</p> <p>In August of 2007, a news anchor participated as a recruiter in the National Association of Black Journalists Career Fair at the NABJ convention.</p> <p>In October of 2007, the New Business sales Manager participated in a job fair at Austin Peay State University</p> <p>In February of 2008, and anchor and an administrative assistant participated in a job fair at Belmont University.</p> <p>In March of 2008, the Executive Producer, New Business Sales Manager, and Production Manager participated in a job fair at Middle Tennessee State University.</p>

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6	other initiative reasonably calculated to disseminate information about employment opportunities in broadcasting	<p>In April 2007, a weather anchor spoke to a class of Tennessee State University students about careers in broadcasting.</p> <p>In April 2007, a weekend newscast producer spoke to a mass communications class at the University of Tennessee with advice on how to have a career as a news producer.</p> <p>In May 2007, an anchor and a reporter participated in a satellite conference at Vanderbilt University in which she spoke to students across the country about careers in broadcasting.</p> <p>In May 2007, a reporter was a member of a media panel at Lipscomb University. The panel's topic was strategies to gain entrance to a career in broadcasting.</p> <p>The News Director spoke to senior-level broadcasting students at Middle Tennessee State University in October of 2007. His remarks focused on election coverage in television news, and careers in broadcasting.</p> <p>In November of 2007, a newscast producer spoke to a journalism class at the University of Tennessee about careers in newscast producing.</p>